

# LABOR DAY TODAY AND BEYOND

The California Employment Development Department is observing Labor Day this year with its “Today and Beyond” educational campaign, which focuses on jobs in demand today, as well as jobs that are expected to be in demand in the years ahead. Along with each regional breakdown of jobs in demand, we have included median wage information, education requirements, common skills employers look for, and a *Toolbox for Job Seekers* that helps to make job searches a little easier.

Region	Counties with Corresponding Metropolitan Statistical Areas (MSA) <sup>1</sup> or Metropolitan Divisions (MD) <sup>2</sup>
<b>Bakersfield</b>	Kern County (Bakersfield MSA)
<b>Bay Area</b>	Alameda and Contra Costa Counties (Oakland-Fremont-Hayward MD); Marin, San Francisco, and San Mateo Counties (San Francisco-San Mateo-Redwood City MD); Napa County (Napa MSA); San Benito and Santa Clara Counties (San Jose-Sunnyvale-Santa Clara MSA); Solano County (Vallejo-Fairfield MSA); and Sonoma County (Santa Rosa-Petaluma MSA)
<b>Central Coast</b>	Monterey County (Salinas MSA) and Santa Cruz County (Santa Cruz-Watsonville MSA)
<b>Chico</b>	Butte County (Chico MSA)
<b>Fresno</b>	Fresno County (Fresno MSA), Kings County (Hanford-Corcoran MSA), Madera County (Madera-Chowchilla MSA), Merced County (Merced MSA), and Tulare County (Visalia-Porterville MSA)
<b>Inland Empire</b>	Riverside and San Bernardino Counties (Riverside-San Bernardino-Ontario MSA)
<b>Los Angeles</b>	Los Angeles County (Los Angeles-Long Beach-Glendale MD), Orange County (Santa Ana-Anaheim-Irvine MD), and Ventura County (Oxnard-Thousand Oaks-Ventura MSA)
<b>North Coast</b>	Del Norte, Humboldt, and Mendocino Counties
<b>Redding</b>	Shasta County (Redding MSA)
<b>Sacramento</b>	El Dorado, Placer, Sacramento, and Yolo Counties (Sacramento-Arden Arcade-Roseville MSA); San Joaquin County (Stockton MSA); Stanislaus County (Modesto MSA); and Sutter and Yuba Counties (Yuba City MSA)
<b>San Diego</b>	Imperial County (El Centro MSA) and San Diego County (San Diego-Carlsbad-San Marcos (MSA)
<b>South Coast</b>	San Luis Obispo County (San Luis Obispo-Paso Robles MSA) and Santa Barbara County (Santa Barbara-Santa Maria-Goleta MSA)

<sup>1</sup> **Metropolitan Statistical Area (MSA)** - These areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

<sup>2</sup> **Metropolitan Division (MD)** - If the specified criteria are met, a Metropolitan Statistical Area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties.

## Jobs in the Fresno Region – Today and Beyond

Even in this challenging economy, advertised job ads are on the rise in many areas. The following table highlights examples of occupations with the largest number of job ads in the Fresno Region (Fresno, Madera, Merced, Kings, and Tulare Counties) as compared to the same 120-day period from the previous year.<sup>1</sup> The online job ads were extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series, which compiles, analyzes, and categorizes job ads from numerous online job boards,<sup>2</sup> including CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's Internet job listing system.

Tulare County was the only area in the region that saw an increase in job ads at 0.7 percent as compared to the same 120-day period from the previous year. By comparison, California's year-over increase for all occupations was 9.2 percent. Kings County saw the largest decrease in job ads at 21.7 percent over the year; however, bright spots in Kings County, as measured by the highest number of current job ads, include occupational therapists, registered nurses, and truck drivers (heavy and tractor-trailer). The following table arrays in-demand occupations alphabetically within three educational levels and highlights noteworthy totals.

### TODAY – Jobs in Demand

Occupation	Fresno County		Madera County		Merced County	
	Job Ads <sup>1</sup>	Percent Change <sup>3</sup>	Job Ads <sup>1</sup>	Percent Change <sup>3</sup>	Job Ads <sup>1</sup>	Percent Change <sup>3</sup>
<b>Total, All Occupations</b>	<b>23,362</b>	<b>-2.1</b>	<b>1,695</b>	<b>-3.4</b>	<b>4,361</b>	<b>-14.0</b>
<b>Requires a Bachelor's Degree or Higher</b>						
Occupational Therapists	317	-4.2	80	31.1	93	144.7
Medical and Health Services Managers	220	-18.5	19	-13.6	38	-50.6
Secondary School Teachers (Except Special and Career/Technical Education)	172	10.3	26	4.0	62	3.3
Speech-Language Pathologists	115	-2.5	37	164.3	52	116.7
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>						
Hairdressers and Cosmetologists	270	14.4	5	-50.0	31	3.3
Occupational Therapy Assistants	123	7	29	26.1	77	670.0
Registered Nurses	1,036	11.6	80	42.9	226	-26.4
Supervisors of Production and Operating Workers	249	0.4	25	4.2	61	-10.3
<b>Requires a High School Diploma or Equivalent or Less</b>						
Customer Service Representatives	484	-12.3	37	-27.5	97	-45.8
Executive Secretaries and Executive Administrative Assistants	408	11.2	30	76.5	51	-45.7
Retail Sales Supervisors	607	24.6	49	53.1	111	19.4
Truck Drivers (Heavy and Tractor-Trailer)	803	-11.3	41	-2.4	249	6.0

Source: The Conference Board Help Wanted OnLine™ (HWOL) data series.

<sup>1</sup> The Conference Board Help Wanted OnLine™ (HWOL) data series for Fresno, Madera, Merced, Kings, and Tulare Counties; 120-day period ending July 20, 2012.

<sup>2</sup> Jobs filled primarily through union halls are typically not advertised, so job openings for many of the trade occupations are not reflected.

<sup>3</sup> As compared to the same 120-day period from the previous year.

## TODAY – Jobs in Demand (continued)

Occupation	Kings County		Tulare County	
	Job Ads <sup>4</sup>	Percent Change <sup>5</sup>	Job Ads <sup>4</sup>	Percent Change <sup>5</sup>
<b>Total, All Occupations</b>	<b>2,340</b>	<b>-21.7</b>	<b>6,132</b>	<b>0.7</b>
<b>Requires a Bachelor's Degree or Higher</b>				
Medical and Health Services Managers	15	-37.5	62	3.3
Occupational Therapists	<b>95</b>	163.9	<b>149</b>	-8.0
Secondary School Teachers (Except Special and Career/Technical Education)	20	33.3	86	11.7
Speech-Language Pathologists	4	-75.0	68	74.4
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Hairdressers and Cosmetologists	12	n/a	47	38.2
Occupational Therapy Assistants	47	30.6	58	-22.7
Registered Nurses	<b>107</b>	-8.5	<b>203</b>	2.0
Supervisors of Production and Operating Workers	22	-8.3	110	103.7
<b>Requires a High School Diploma or Equivalent or Less</b>				
Customer Service Representatives	56	-57.6	114	-23.0
Executive Secretaries and Executive Administrative Assistants	35	-57.3	91	3.4
Retail Sales Supervisors	48	-7.7	245	55.1
Truck Drivers (Heavy and Tractor-Trailer)	<b>65</b>	-27.0	<b>249</b>	-6.4

Source: The Conference Board Help Wanted OnLine™ (HWOL) data series.

<sup>4</sup> The Conference Board Help Wanted OnLine™ (HWOL) data series for Fresno, Madera, Merced, Kings, and Tulare Counties; 120-day period ending July 20, 2012.

<sup>5</sup> As compared to the same 120-day period from the previous year.

The following table arrays the previously identified occupations by education level and statewide total job openings (2011-2013) projected to be in demand in the future. The table also includes the median annual wage for each occupation on a regionalized basis, with the highest median annual wage highlighted within each education level.

## BEYOND – Projected Statewide Demand with Local Wages

Occupation	California	Fresno County	Madera County	Merced County
	Total Job Openings <sup>6</sup> (2011-2013)	Median Annual Wage <sup>7</sup>	Median Annual Wage <sup>7</sup>	Median Annual Wage <sup>7</sup>
<b>Total, All Occupations</b>	<b>1,188,900</b>	<b>\$31,318</b>	<b>\$33,870</b>	<b>\$30,689</b>
<b>Requires a Bachelor's Degree or Higher</b>				
Secondary School Teachers (Except Special and Career/Technical Education)	5,100	\$58,596	\$74,821	\$66,348
Medical and Health Services Managers	2,100	<b>\$96,545</b>	<b>\$110,622</b>	<b>\$117,817</b>
Occupational Therapists	700	\$86,131	n/a	n/a
Speech-Language Pathologists	500	\$85,322	\$81,480	\$83,580
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Registered Nurses	17,500	<b>\$75,308</b>	n/a	<b>\$65,547</b>
Hairdressers and Cosmetologists	3,800	\$19,105	n/a	\$19,108
Supervisors of Production and Operating Workers	1,700	\$48,311	<b>\$57,469</b>	\$57,381
Occupational Therapy Assistants	200	\$35,854	n/a	n/a
<b>Requires a High School Diploma or Equivalent or Less</b>				
Customer Service Representatives	17,300	\$33,797	\$33,376	\$32,229
Retail Sales Supervisors	11,600	\$38,375	\$38,525	\$34,965
Truck Drivers (Heavy and Tractor-Trailer)	10,300	\$36,791	\$35,960	\$31,083
Executive Secretaries and Executive Administrative Assistants	7,200	<b>\$41,558</b>	<b>\$45,999</b>	<b>\$41,319</b>

Source: California Employment Development Department, Projections of Employment 2011-2013; Occupational Employment Statistics Survey, 2012 1st Quarter.

<sup>6</sup> Total openings reflect the sum of new jobs and jobs vacated statewide. Local data are not available.

<sup>7</sup> The median is the point at which half of the workers earn more and half earn less. Wages do not reflect self-employment.

## BEYOND – Projected Statewide Demand with Local Wages (continued)

Occupation	California	Kings County	Tulare County
	Total Job Openings <sup>8</sup> (2011-2013)	Median Annual Wage <sup>9</sup>	Median Annual Wage <sup>9</sup>
<b>Total, All Occupations</b>	<b>1,188,900</b>	<b>\$35,973</b>	<b>\$27,966</b>
<b>Requires a Bachelor's Degree or Higher</b>			
Secondary School Teachers (Except Special and Career/Technical Education)	5,100	\$49,480	\$63,908
Medical and Health Services Managers	2,100	<b>\$87,196</b>	\$68,440
Occupational Therapists	700	n/a	<b>\$92,691</b>
Speech-Language Pathologists	500	n/a	\$90,001
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>			
Registered Nurses	17,500	<b>\$102,864</b>	<b>\$76,625</b>
Hairdressers and Cosmetologists	3,800	\$18,771	\$18,974
Supervisors of Production and Operating Workers	1,700	\$62,115	\$48,811
Occupational Therapy Assistants	200	n/a	n/a
<b>Requires a High School Diploma or Equivalent or Less</b>			
Customer Service Representatives	17,300	\$31,883	\$32,160
Retail Sales Supervisors	11,600	\$34,492	\$34,008
Truck Drivers (Heavy and Tractor-Trailer)	10,300	\$35,427	\$36,389
Executive Secretaries and Executive Administrative Assistants	7,200	<b>\$42,925</b>	<b>\$40,682</b>

Source: California Employment Development Department, Projections of Employment 2011-2013; Occupational Employment Statistics Survey, 2012 1st Quarter.

## Common Skills and Work Activities<sup>10</sup>

Even with a variety of occupations and education requirements, the foundation skills needed by in-demand occupations are often the same. These include critical thinking, listening, monitoring, reading comprehension, and speaking. In addition to common skills, there are also many shared work activities among these occupations. These include the following:

- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Organizing, Planning, and Prioritizing Work - Developing specific goals and plans to prioritize, organize, and accomplish the work.
- Updating and Using Relevant Knowledge - Keeping up-to-date technically and applying new knowledge to the job.
- Communicating with Supervisors, Peers, and Subordinates - Providing information to supervisors, coworkers, and subordinates by telephone, in written form, e-mail, or in person.

<sup>8</sup> Total openings reflect the sum of new jobs and jobs vacated statewide. Local data are not available.

<sup>9</sup> The median is the point at which half of the workers earn more and half earn less. Wages do not reflect self-employment.

<sup>10</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

- Getting Information - Observing, receiving, and obtaining information from all relevant sources.
- Identifying Objects, Actions, and Events - Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.

## Jobs Coming Up, Jobs Coming Back

A few new occupations are appearing on California's horizon to meet the changing needs of businesses. Other jobs, once extinct or in decline, are making a comeback, sometimes with a modern twist.

### Scrum Master

Out of the computer software industry comes the *scrum master*. "Scrum" is a growing method of project management borrowing its name from rugby, where the coach teaches team members to be flexible, self-directed, and work on the fly in order to reach the goal. Scrum masters not only coach but also serve as buffers to run interference between the production team and any distracting influence. It is time and project management – with cleats. California saw more than 3,000 advertised job ads for scrum masters during the past year.<sup>11</sup> A bachelor's degree is usually required, as well as considerable experience with project management. Short-term training for scrum masters is available in California and online.

### Gold Miner

One of the most prominent blue-collar figures in California's labor history, the gold miner has re-emerged on the job market due to a significant rise in gold prices. However, unlike their Forty-Niner brethren, these modern miners eschew the individualized pickax and panning method and instead work on large-scale mining operations as blasters, equipment operators, safety forepersons, or extractors in processing facilities. Those interested in gold mining and willing to go to school can study geology in order to become specialists in identifying potential mines and pinpointing useful deposits.

### Customer Service Representative

Just as gold miners are re-emerging on the California scene, customer service representatives are making a return appearance as well. Because of higher costs and quality issues in foreign lands, companies are beginning to move their call centers back to California and the U.S. It is not only the customer service representative occupation that will benefit from call centers returning to the U.S.—companies will also need to hire managers, information technology (IT) staff, and others. Customer service representative jobs are often entry-level positions with on-the-job training. Those interested in this type of work should have good communication, telephone, and computer skills.

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<sup>11</sup> The Conference Board [Help Wanted OnLine](#)™ data series.

## Toolbox for Job Seekers

The table below offers tools and resources for California's job seekers to assist in their job search and career exploration needs.

Toolbox for Job Seekers	
Job Finding Tools	<ul style="list-style-type: none"> <li>❖ <i>California One-Stop Career Centers</i> provide no-cost tools and resources for job seekers. Most Centers offer: <ul style="list-style-type: none"> <li>• Career specialists to assist job seekers with assessments to identify and match skills to occupations and make career decisions.</li> <li>• No-cost access to phones, fax machines, and the Internet.</li> <li>• Computers for job seekers to browse occupations, explore careers, create and post résumés, and access California's Internet job listing system, CalJOBS<sup>SM</sup> (<a href="http://www.caljobs.ca.gov">www.caljobs.ca.gov</a>), and the National Labor Exchange, US.jobs (<a href="http://us.jobs">us.jobs</a>), to find current job ads.</li> <li>• Job search and résumé-writing workshops.</li> <li>• Community resources and referrals for training and other services.</li> </ul> </li> </ul> <p>To find the nearest <i>One-Stop Career Center</i>, go to <a href="http://www.servicelocator.org">www.servicelocator.org</a>.</p> <ul style="list-style-type: none"> <li>❖ To search for employers by occupation, go to: <a href="http://www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&amp;searchType=Occupation">www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&amp;searchType=Occupation</a>.</li> </ul>
Career Exploration Tools	<ul style="list-style-type: none"> <li>❖ <i>California Occupational Guides</i> are long-recognized resources designed to assist individuals in making career decisions. Each <i>Guide</i> includes local and/or statewide information about training, current wages and job prospects, skills requirements, and day-to-day tasks. Available at <a href="http://www.labormarketinfo.edd.ca.gov/occguides">www.labormarketinfo.edd.ca.gov/occguides</a>.</li> <li>❖ <i>mySkills myFuture</i> helps laid-off workers and other job seekers explore new occupations, identify occupations with skills and knowledge similar to their current or previous jobs, review matches, learn about local training programs, and apply for jobs. Available at <a href="http://www.myskillsmyfuture.org">www.myskillsmyfuture.org</a>.</li> <li>❖ <i>WorkSmart</i> is designed to offer entry-level job seekers and workforce re-entrants "soft" skills and occupational information to assist them in obtaining employment. Available at <a href="http://www.worksmart.ca.gov">www.worksmart.ca.gov</a>.</li> <li>❖ The Military Occupation Code (MOC) to Standard Occupational Classification (SOC) crosswalk helps returning service men and women find civilian occupations that have similar skills requirements. Available at <a href="http://www.onetonline.org/crosswalk/MOC">www.onetonline.org/crosswalk/MOC</a>.</li> <li>❖ <i>My Next Move</i> is an interactive tool for job seekers and students to learn more about their career options. The site has tasks, skills, salary information, and more for over 900 different occupations. Available at <a href="http://www.mynextmove.org">www.mynextmove.org</a>.</li> <li>❖ California Career Resource Network provides resources for individuals interested in developing and exploring career self-management skills necessary in today's world of work. Available at <a href="http://www.californiacareers.info">www.californiacareers.info</a>.</li> </ul>
Training Tools	<ul style="list-style-type: none"> <li>❖ Training opportunities are available through <i>One-Stop Career Centers</i>. For information on what type of training is needed or where to get training, go to <a href="http://www.edd.ca.gov">www.edd.ca.gov</a> and select the "Jobs &amp; Training" tab.</li> <li>❖ Job seekers may access the California Department of Industrial Relations website to search for apprenticeship programs by individual counties and occupations at <a href="http://www.dir.ca.gov/das">www.dir.ca.gov/das</a>.</li> </ul>